

REPLACEMENT SHEET

Abstract

A method and apparatus allow a customer service representative (CSR) to conduct personalized interaction based on the value of the customer to the organization. A customer seeking to interact with a CSR is first presented with a list of available interaction options. The list of available interaction options is based on the customer's value to the organization such that the more valuable a customer is, the more options that will be made available to him or her for the interaction. The present invention determines a customer's value to an organization by monitoring a customer's purchase history with respect to the organization over a period of time and computing a customer value based on the frequency and amount of the customer's purchases. A customer service representative is further able to personalize the interaction based on previous interactions between the customer and the customer interaction center by accessing a contact history database.